

AVMSD TRANSPOSITION HIGHLIGHTS – AUSTRIA



Austria has transposed the AVMSD 2018/1808 with Federal Act amending the Audiovisual Media Services Act, the KommAustria Act, the ORF Act and the Private Radio Act that entered into force on 01 January 2021:

https://www.ris.bka.gv.at/Dokumente/BgblAuth/BGBLA_2020_I_150/BGBLA_2020_I_150.pdf#sig

Protection of minors (Article 6a of the AVMSD)



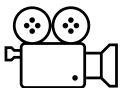
- No harmful content can be broadcasted in such a way that persons under the age of 18 view it.
- Age verification tools should be used to prevent minors from accessing harmful content
- Non-encoded TV programmes: acoustic or visual announce throughout the broadcast
- Audible and visual warning throughout the news and political information broadcasts
- Specific funds can be allocated to recognised self-regulatory institutions for the protection of minors

Accessibility (Article 7 of the AVMSD)



- Mental disabilities are explicitly included in the provisions on accessibility
- Consultation with organisations representing people with visual, hearing and mental disabilities on the user-friendliness of the accessibility measures
- The public service broadcaster shall strive to make all its programmes with language content accessible by 2030 and at least one news broadcast in simple language between 9.00-22.00
- Accessibility measures include sign language, subtitle, interpreting, bilingual sound, audio description
- Exception: Local or regional television programmes and media service providers < EUR 500.000
- Action plans should include a concrete 3-year timetable and an annual increase in the proportion of accessible broadcasting

European works (Article 13, 16, 17 of the AVMSD)

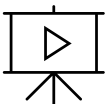


- 30% (50% for PSM) quota obligation for European works in VOD catalogues
- Prominence obligation includes appropriate highlight and clear distinction of European works
- No financial contribution obligations imposed on VOD service providers
- Main portion of the transmission time obligation for both commercial and public service broadcasters
- 10% transmission time for independent works or 10% minimum programming budget



Advertising (Article 23 of the AVMSD)

- Advertising and teleshopping ads up to 12 minutes should not exceed 20% of a previous hour
- The annual average length of television advertising: 42 minutes per day, with 20% daily deviations



Video-sharing platforms (Article 28b of the AVMSD)

- Promotion of the activities of self-regulatory bodies with legal personality to ensure compliance with European minimum standards by content providers



Media literacy (Article 33a of the AVMSD)

- The NRA shall act as a service centre for media literacy initiatives and operate an information portal showing projects and initiatives for the acquisition and promotion of media literacy, in particular those subsidised from public funds